

Consumer Survey



SOUTHWEST HONEY CO.

CONSERVATION, BEEKEEPING,
EDUCATION, FUNDRAISING

In an effort to understand the average consumer's habits as it related to pollinators, we ask that you please complete the following survey. Thank you for taking a small amount of time to help us make a large impact.

Name: _____ Age: _____ Date: _____

Zip Code: _____

Please Circle One

1) How often do you shop at a commercial grocery store? (i.e. Kroger, Walmart, Meijer, etc.)

Never Weekly Monthly 1-2 Times Annually

2) How often do you buy local produce? (i.e. farmer's market, local grower, Co-Op, etc.)

Never Weekly Monthly 1-2 Times Annually

2.1) How important do you feel buying local produce is? (low) 1 2 3 4 5 (high)

3) Do you actively seek & buy organic food options?

YES NO

4) How often do you purchase honey?

Never Weekly Monthly
1-2 Times Annually I Make My Own

4.1) Do you actively seek & buy honey from a local source or beekeeper (not from a commercial grocery)?

YES NO
SOMETIMES I MAKE MY OWN

5) Do you have a garden? YES NO

5.1) If yes, what do you grow?

Vegetables Flowers Both

Other: _____

5.2) Do you actively seek & buy plants that have NOT been treated with chemicals? YES NO

5.3) Do you actively seek & buy native flowers & plants for your garden? YES NO

6) Do you use chemicals to treat your lawn?

YES NO

6.1) If yes, how often?

Weekly Monthly 1-2 Times Annually

6.2) If yes, are you aware that some chemicals kill pollinators? YES NO

7) How often do you spend more than 3 hours outdoors?

Never Weekly Monthly 1-2 Times Annually

7.1) In the past year, have you hiked, camped or visited a nature preserve? YES NO

7.2) In the past year have you volunteered for a conservation organization? YES NO

8) How important are pollinators to you?

(low) 1 2 3 4 5 (high)

9) Have you ever considered becoming, have been, or are a beekeeper? YES NO

10) Are you aware that honey bees are experiencing difficulties in our ecosystem? YES NO

10.1) how would you rate the severity of the bee problems? (low) 1 2 3 4 5 (high)

11) Are you aware of what neonicotinoids are?

YES NO

12) Before today, were you aware that Southwest Honey Co. received a SARE grant for educational research? YES NO



Program Pre-Survey

SOUTHWEST HONEY CO.
CONSERVATION, BEEKEEPING,
EDUCATION, FUNDRAISING

In an effort to understand the average consumer's habits and the impact of our educational program over time, we ask that you please complete the following survey. The information we collect helps us make our program the best it can be! The survey process includes a survey before the session, immediately afterwards and a survey mailed to you in about 6 to 8 months. Thank you for taking a small amount of time to help us make a large impact.

Name: _____ Age: _____ Date: _____

Address: _____ Zip Code: _____

Phone #: _____ E-mail: _____

Please Circle One

1) How often do you shop at a commercial grocery store? (i.e. Kroger, Walmart, Meijer, etc.)

Never Weekly Monthly 1-2 Times Annually

2) How often do you buy local produce? (i.e. farmer's market, local grower, Co-Op, etc.)

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3) Do you actively seek & buy organic food options?

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4) How often do you purchase honey?

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YES NO
SOMETIMES I MAKE MY OWN

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Vegetables Flowers Both

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6.1) If yes, how often?

Weekly Monthly 1-2 Times Annually

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(low) 1 2 3 4 5 (high)

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YES NO

12) Before today, were you aware that Southwest Honey Co. received a SARE grant for educational research? YES NO



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Program Post-Survey

This survey is to be completed after the class is done. We truly appreciate your participation in our program and time spent to complete this survey. Please remember, in 6 to 8 months we will send one more short survey and would appreciate your input as we continue our study.

Please Circle One

1.x) How likely are you to buy in the future:

1.1) Local Produce (i.e. farmer's market, local grower, Co-Op, etc.)

Less Often No Change More Often

1.2) Commercial Grocery Produce

Less Often No Change More Often

1.3) Organic Produce

Less Often No Change More Often

1.4) Raw Honey (local source or beekeeper)

Less Often No Change More Often

2) Do you plan on having a garden in the future?

YES NO I ALREADY GARDEN

2.1) If yes / already garden, what would / do you grow?

Vegetables Flowers Both

Other: _____

2.2) If yes / already garden, would you plan to make any special considerations or expansions for pollinators?

YES NO I ALREADY DO

If yes, how so? _____

3) Do you plan on ceasing or reducing lawn treatments that are harmful to pollinators in the future?

YES NO I DON'T TREAT LAWN

3.1) Are you considering any alternatives to treat your lawn that don't harm pollinators?

YES NO ALREADY USE ALTERNATIVE

If yes, how so? _____

4) How likely are you to spend more time outdoors in the future?

Less Often No Change More Often

5) How important are pollinators to you?

(low) 1 2 3 4 5 (high)

6) Are you planning to take any active steps to help the honey bee population? YES NO

If yes, how so? _____

6.1) Are you considering becoming a beekeeper?

YES NO I ALREADY AM

6.2) Would you like to see a pollinator appreciation program in schools or your child's classroom? YES NO

7) How did we do today?

(poor) 1 2 3 4 5 (fantastic)

7.1) Did you learn at least one thing you didn't already know? YES NO

7.2) Do you feel like you have a greater appreciation for pollinators? YES NO

7.3) Are there any comments about our program that you would like to share with us?

Long Range Program Post-Survey



SOUTHWEST HONEY CO.

CONSERVATION, BEEKEEPING,
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In an effort to reconnect with our 2016 honey bee education participants, we ask that you please fill out this post program follow-up survey. This survey will help us investigate the potential changes in your consumer habits and your daily living habits that affect honey bees and pollinators. Thank you for taking a small amount of time to help us make a big impact!

Name: _____ Date: _____

Address: _____ Zip Code: _____

Please Circle One

1) How often do you shop at a commercial grocery store? (i.e. Kroger, Walmart, Meijer, etc.)

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2) How often do you buy local produce? (i.e. farmer's market, local grower, Co-Op, etc.)

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YES NO

4) How often do you purchase honey?

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4.1) Do you actively buy honey from a local source or beekeeper (not from a commercial grocery)?

YES NO SOMETIMES I MAKE MY OWN

5) Did you have a garden in 2016?

YES NO

5.1) If yes, what did you grow?

Vegetables Flowers Both

Other: _____

5.2) Do you actively seek & buy plants that have NOT been treated with chemicals? YES NO

5.3) Do you actively seek & buy native flowers & plants for your garden? YES NO

6) Do you plan to have a garden in 2017?

YES NO

6.1) If yes, what do you plan to grow?

Vegetables Flowers Both

Other: _____

7) Do you use chemicals to treat your lawn?

YES NO

7.1) If yes, how often?

Weekly Monthly 1-2 Times Annually

8) How often do you spend more than 3 hours outdoors?

Never Weekly Monthly 1-2 Times Annually

8.1) In the past 8 months, have you hiked, camped or visited a nature preserve?

YES NO

8.2) In the past 8 months have you volunteered for a conservation organization?

YES NO

9) How important are pollinators to you?

(low) 1 2 3 4 5 (high)

10) Since participating in our program, have you considered becoming a beekeeper?

YES NO ALREADY A BEEKEEPER

11) How would you rate the severity of the bee problems? (low) 1 2 3 4 5 (high)

12) Are there any follow up comments you would like to share?

**THANK YOU! PLEASE RETURN ASAP
IN THE ENCLOSED ENVELOPE**